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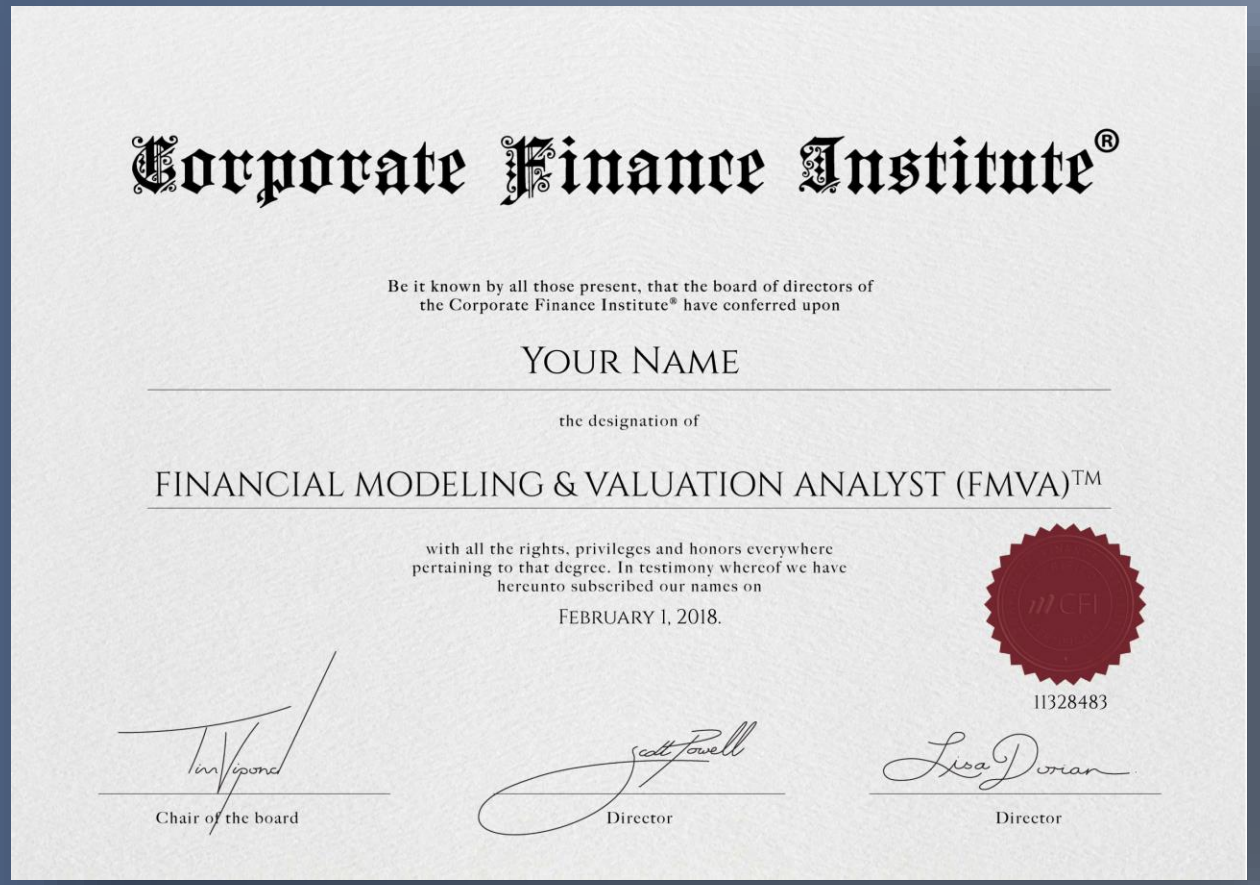

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the designation of

FINANCIAL MODELING & VALUATION ANALYST (FMVA)™

with all the rights, privileges and honors everywhere pertaining to that degree. In testimony whereof we have hereunto subscribed our names on

FEBRUARY 1, 2018.

11328483

Chair of the board

Director

Director

PowerPoint & Pitchbooks

Table of Contents

01 Introduction

02 Layout Overview

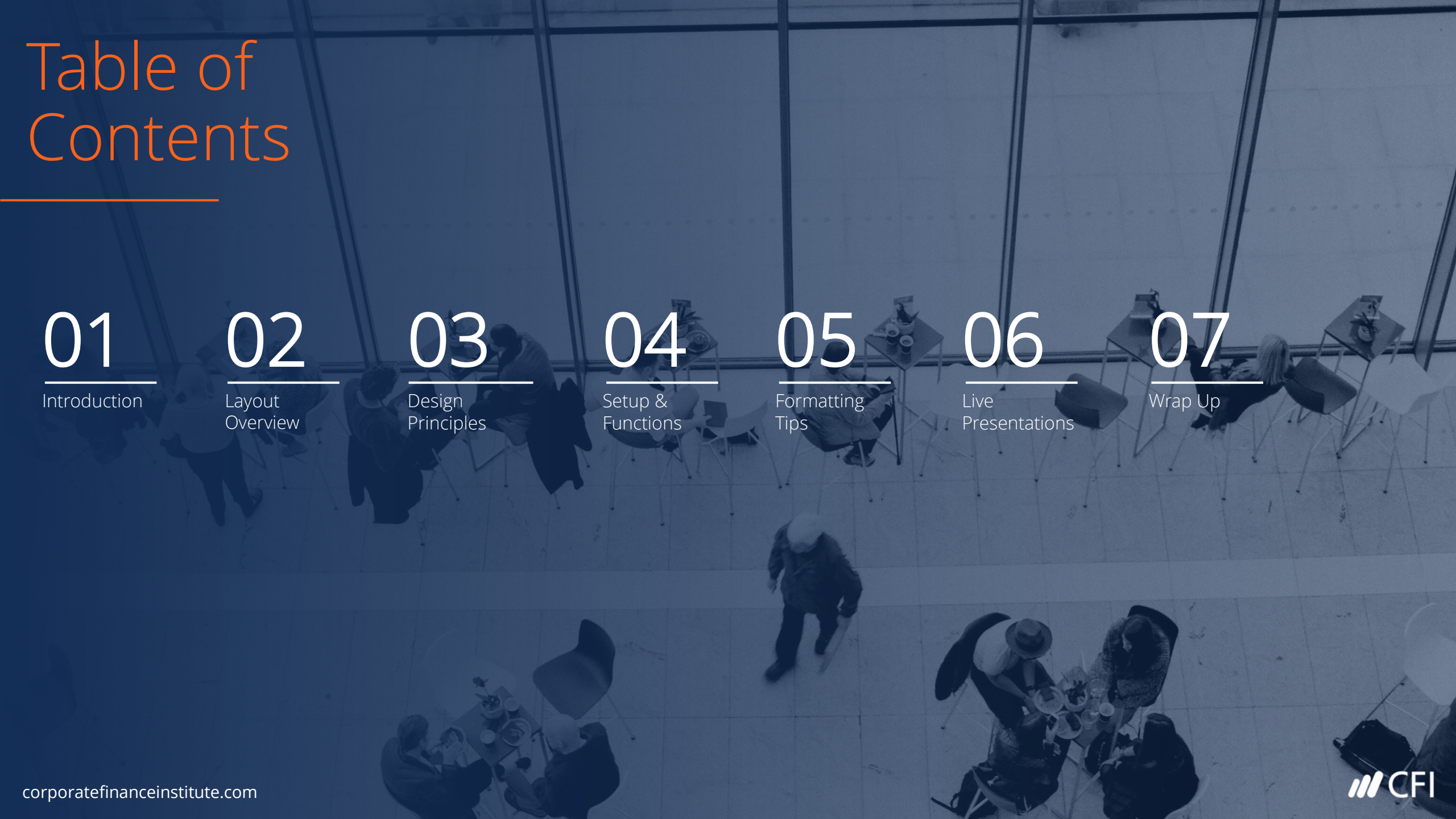
03 Design Principles

04 Setup & Functions

05 Formatting Tips

06 Live Presentations

07 Wrap Up



CFI

CFI Instructors

We stand out from the competition because our teachers are professional educators.

Tim Vipond

CEO & Instructor
Vancouver

Justin Sanders

Instructor
London

Scott Powell

Director & Instructor
Vancouver

Lisa Dorian

Director & Instructor
New York

Ryan Spendelow

Instructor
Hong Kong

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Why Presentations Matter?

Why Presentations Matter?

Brains are influenced by aesthetics and design

Different audiences require different presentations

Logic and structure are critical

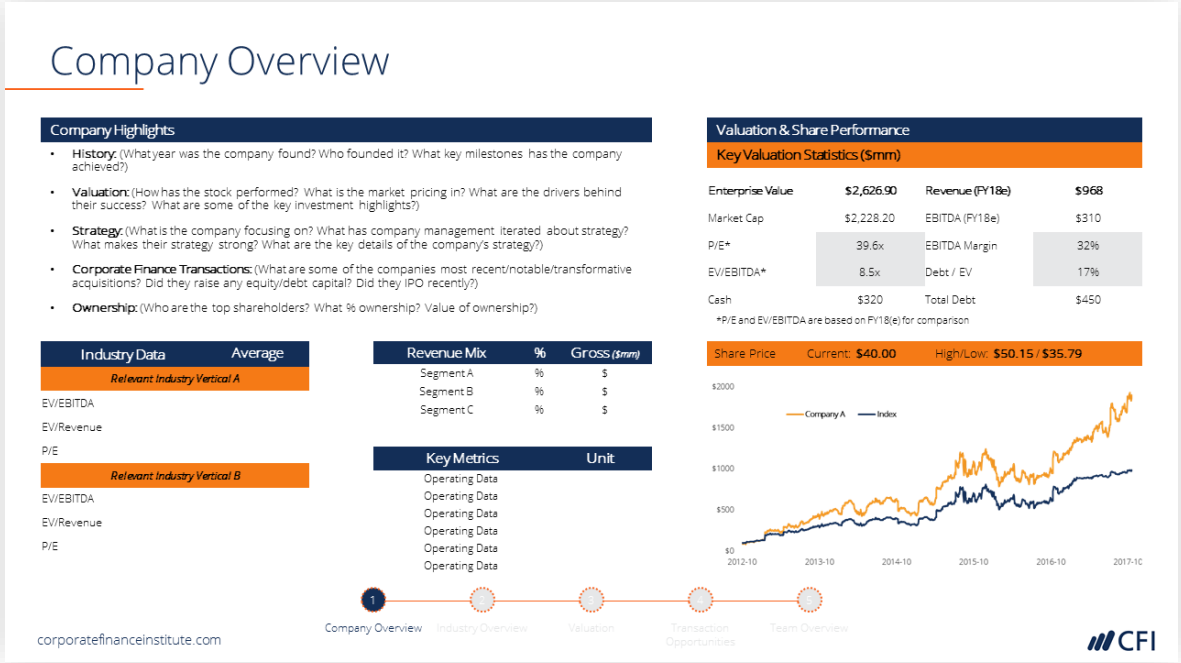
Corporate Finance Institute – PowerPoint & Pitchbook

Key points:

1. Follow best practices
2. Dramatically speed up creating a PowerPoint
3. Make your presentation more precise and coherent
4. Create world-class presentations and pitchbooks

About this course:

1. Designed for financial analysts in investment banking, equity research, FP&A, corporate development, IR
2. Teaches PowerPoint 2016, 2013 and 2010
3. Review of the basics
4. Advanced techniques so even experts will learn a lot

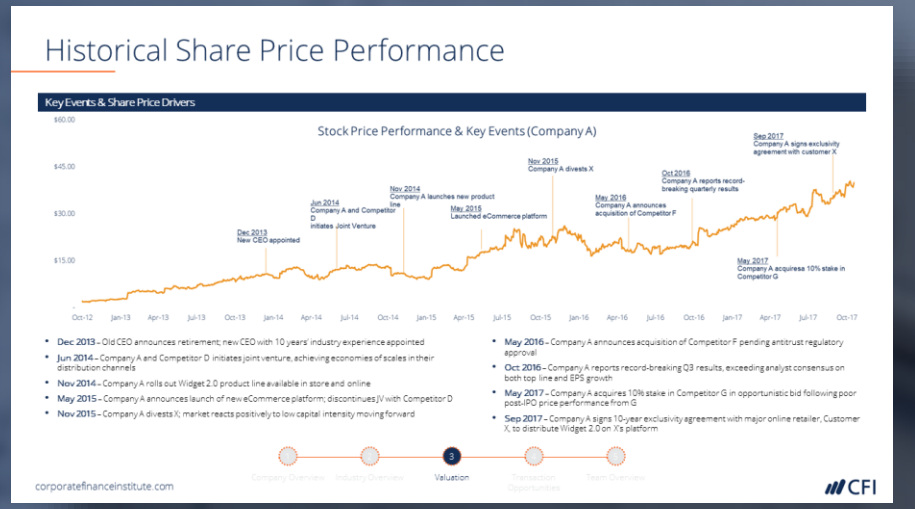


Corporate Finance Institute – PowerPoint & Pitchbook

2 Case Studies:

1. Investment banking pitchbook
2. Investor relations presentation

- **Follow along while we reformat a PowerPoint presentation**
- **Learn skills and techniques in a natural order as they occur**


Historical Share Price Performance
Key Events & Share Price Drivers
Stock Price Performance & Key Events (Company A)
Dec 2013 New CEO appointed
Jun 2014 Company A and Competitor D initiates Joint Venture
Nov 2014 Company A launches new product line
May 2015 Launched eCommerce platform
Nov 2015 Company A divests X
May 2016 Company A announces acquisition of Competitor F
Oct 2016 Company A reports record-breaking quarterly results
May 2017 Company A acquiresa 10% stake in Competitor G
Sep 2017 Company A signs exclusivity agreement with customer X
Dec 2013 – Old CEO announces retirement; new CEO with 10 years' industry experience appointed
Jun 2014 – Company A and Competitor D initiates joint venture, achieving economies of scales in their distribution channels
Nov 2014 – Company A rolls out Widget 2.0 product line available in store and online
May 2015 – Company A announces launch of new eCommerce platform; discontinues JV with Competitor D
Nov 2015 – Company A divests X; market reacts positively to low capital intensity moving forward
May 2016 – Company A announces acquisition of Competitor F pending antitrust regulatory approval
Oct 2016 – Company A reports record-breaking Q3 results, exceeding analyst consensus on both top line and EPS growth
May 2017 – Company A acquires 10% stake in Competitor G in opportunistic bid following poor post-IPO price performance from G
Sep 2017 – Company A signs 10-year exclusivity agreement with major online retailer, Customer X, to distribute Widget 2.0 on X's platform
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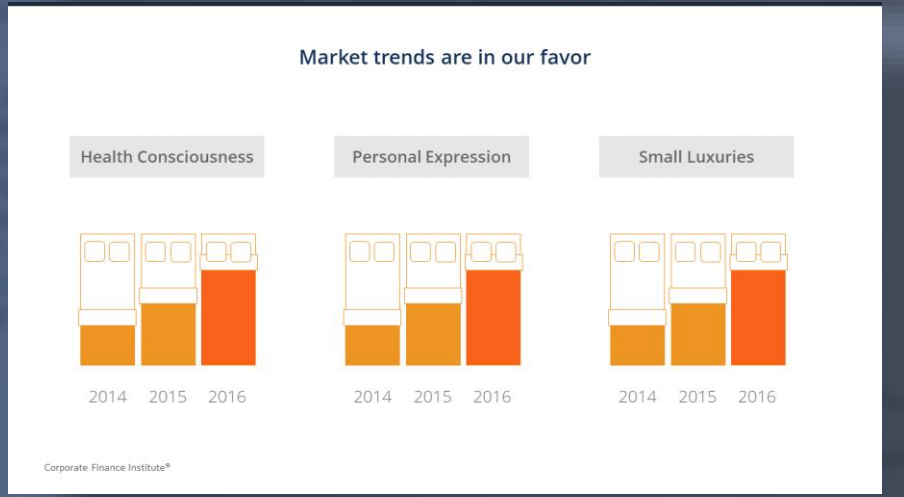

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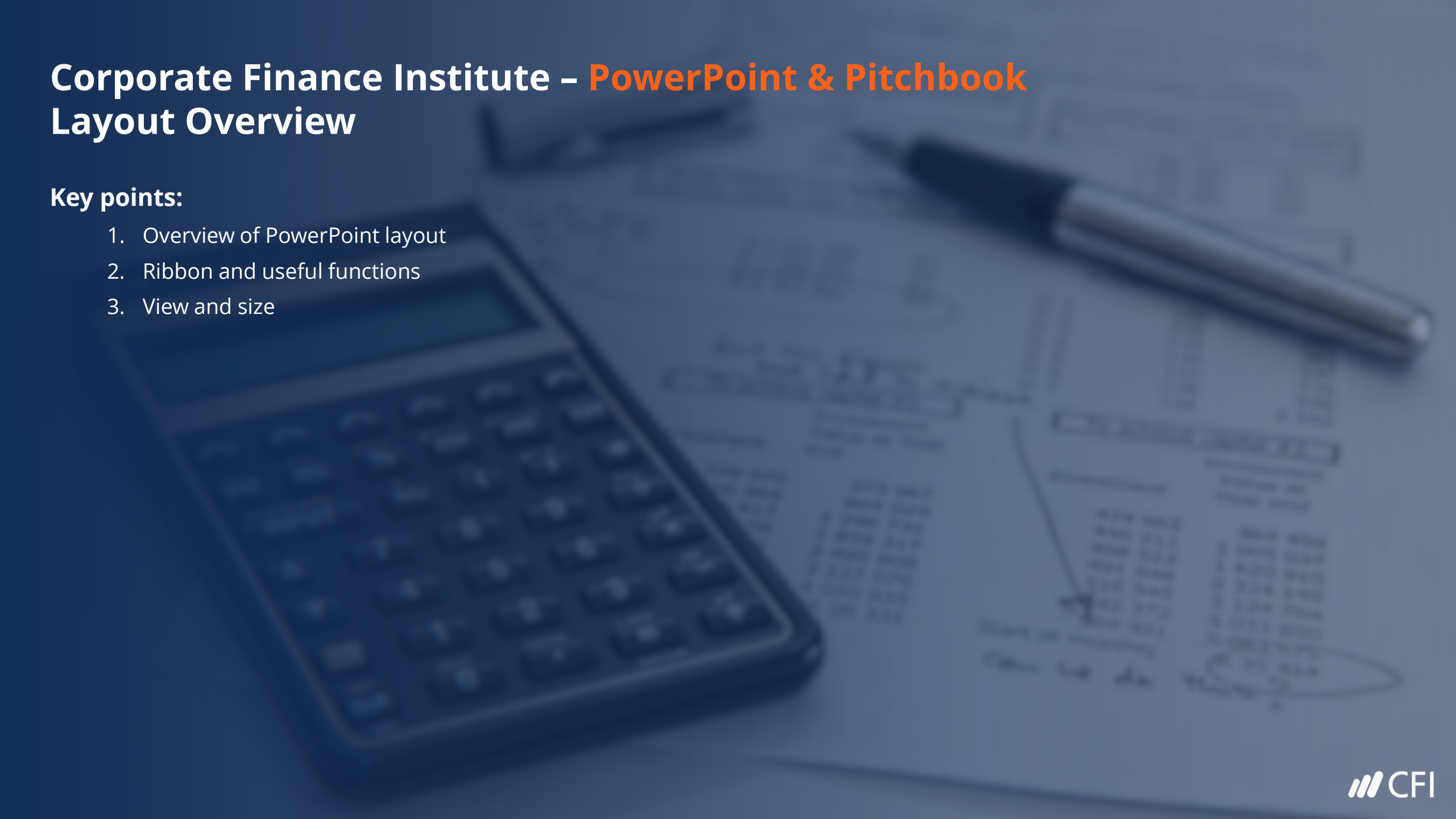
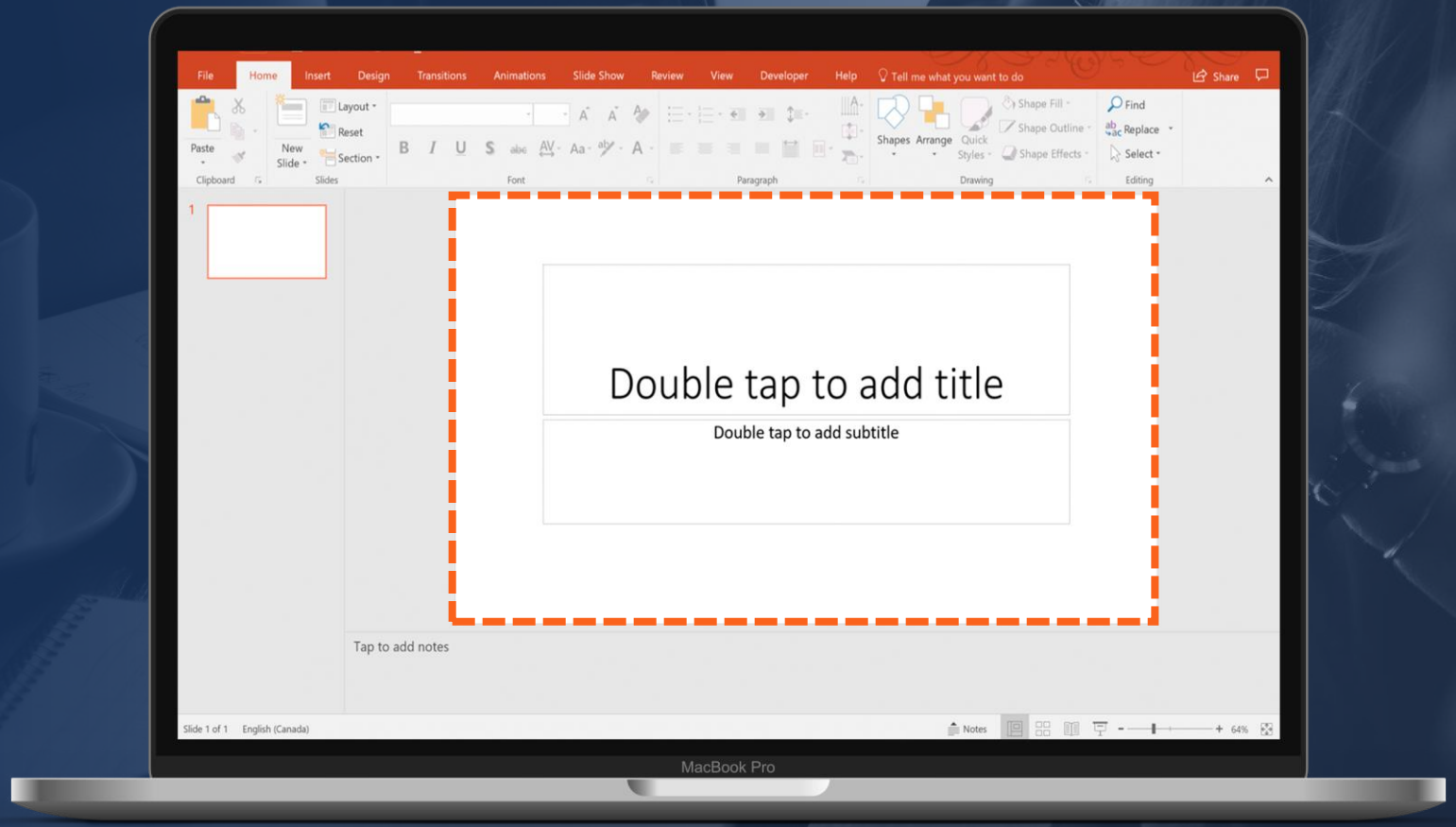
Corporate Finance Institute – PowerPoint & Pitchbook Layout Overview

Key points:

1. Overview of PowerPoint layout
2. Ribbon and useful functions
3. View and size



Slide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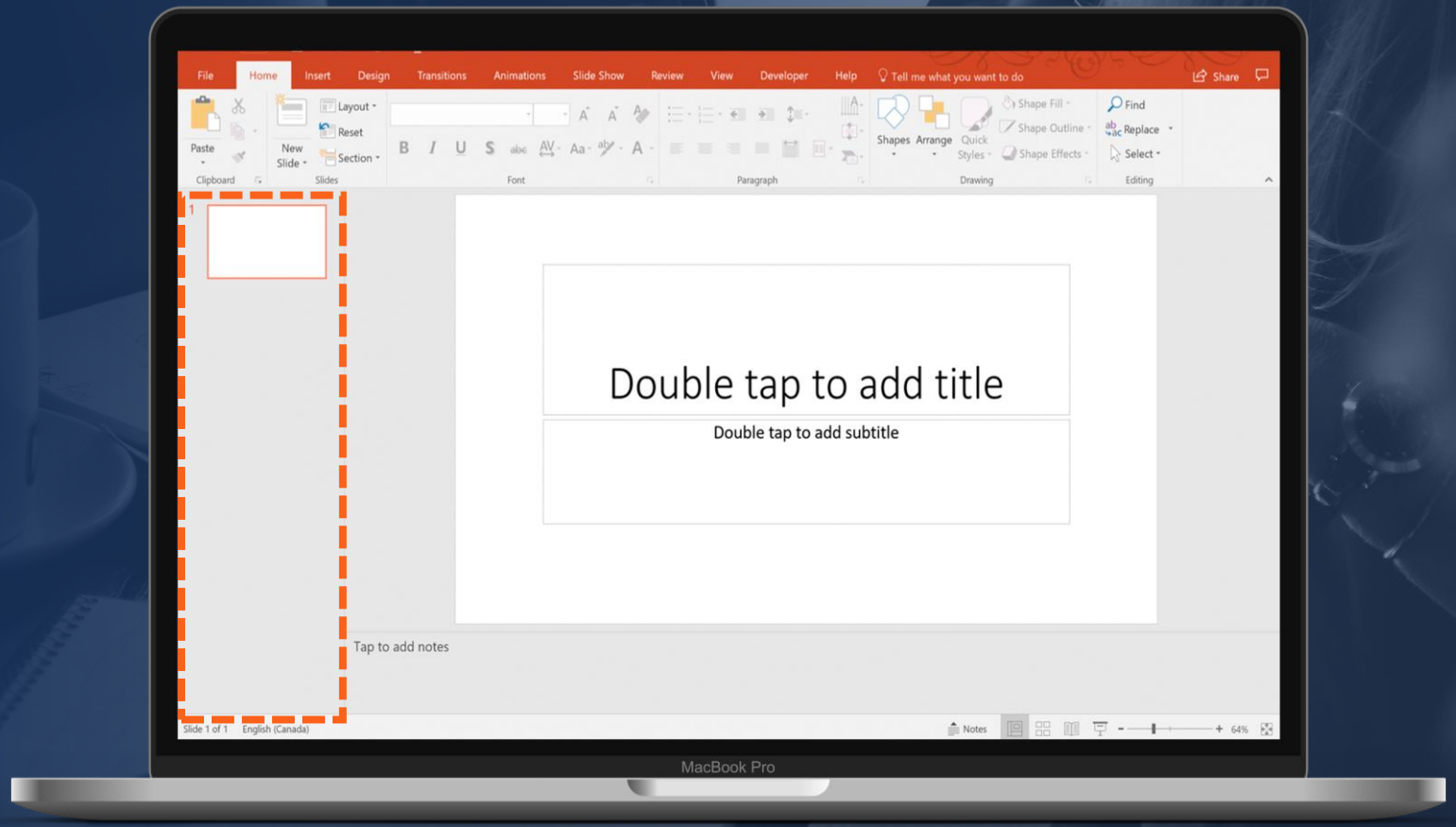
Navigation Pane



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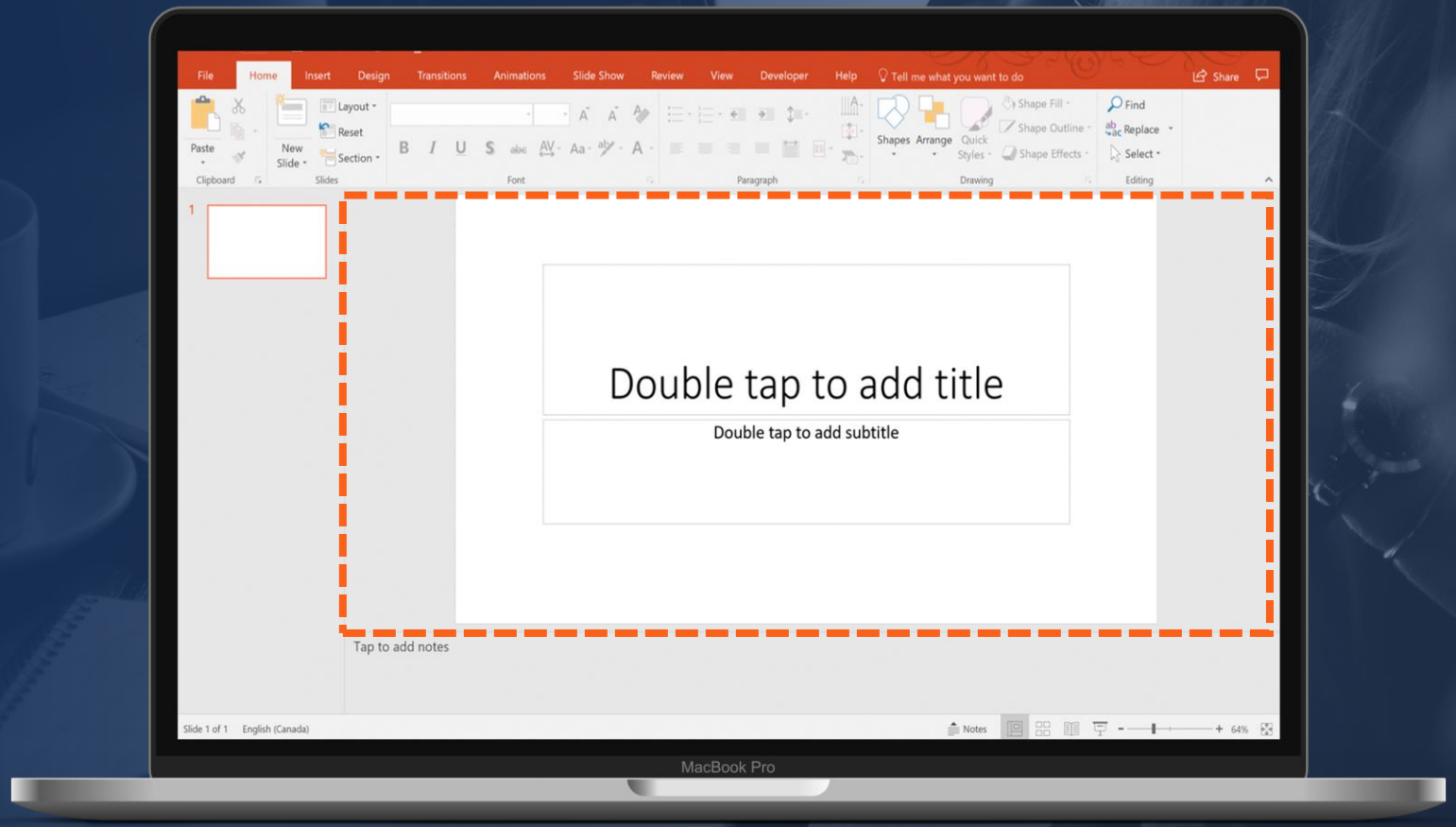
Slide Pane



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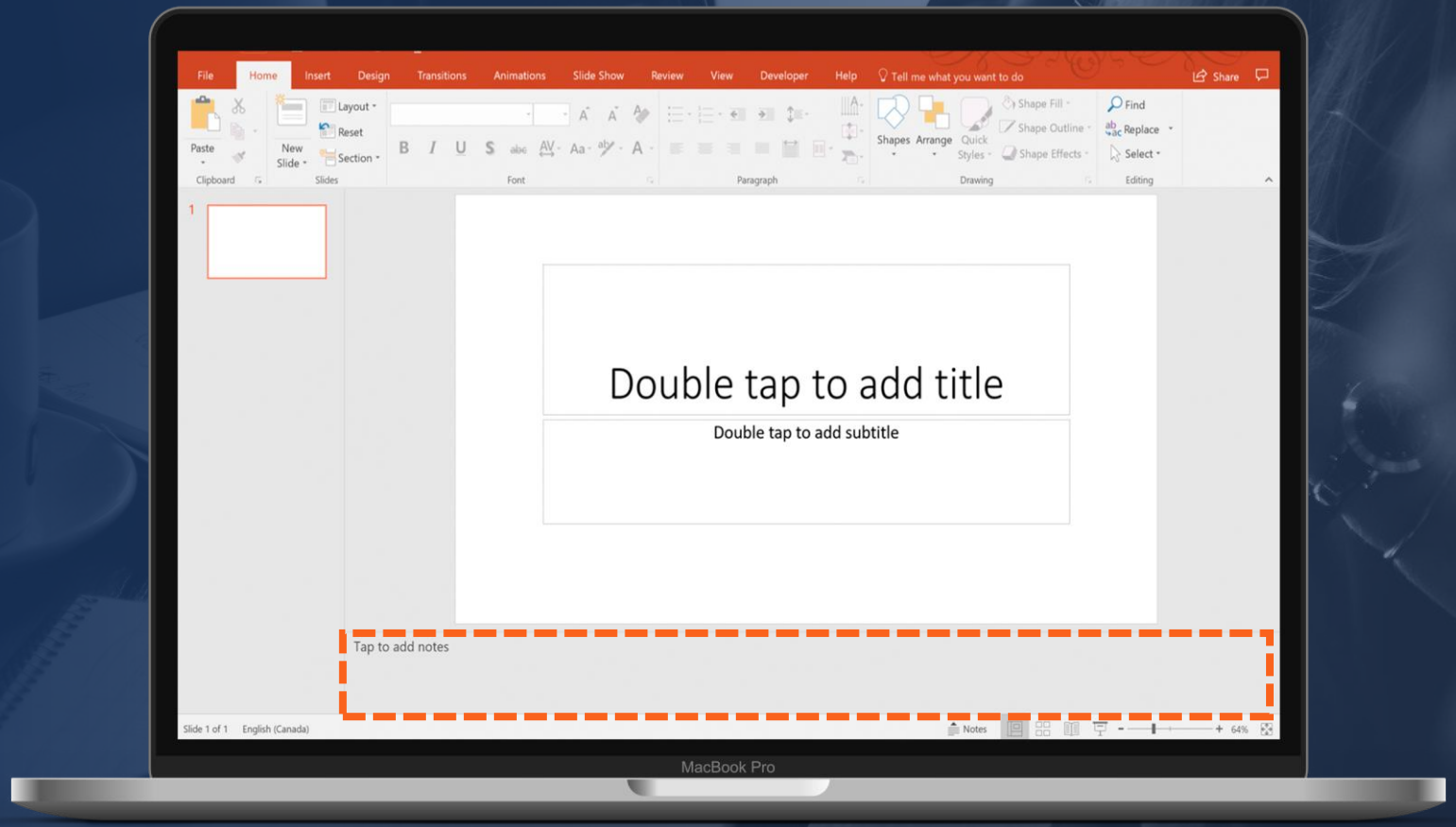
Notes Section



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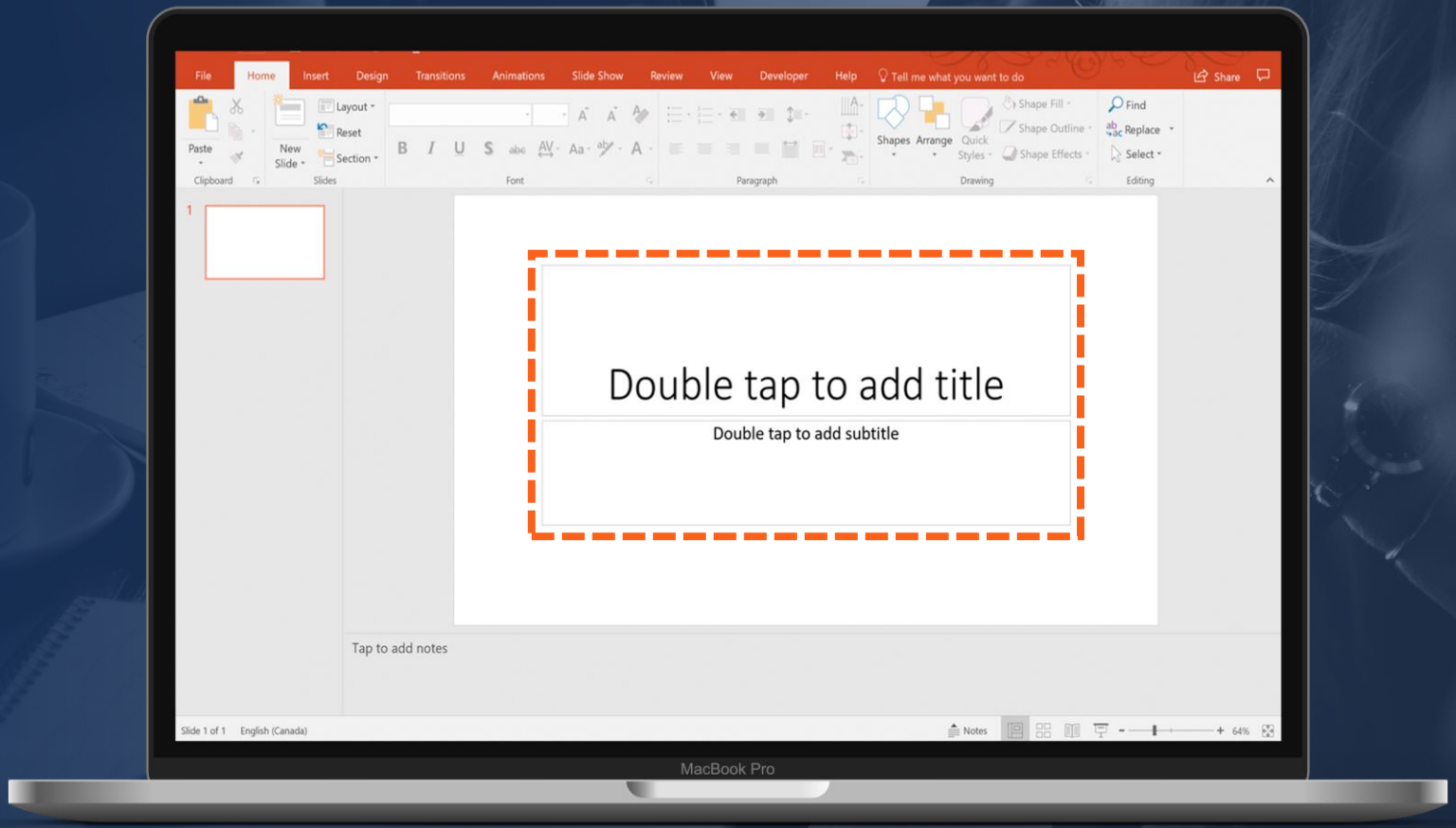
Placeholders



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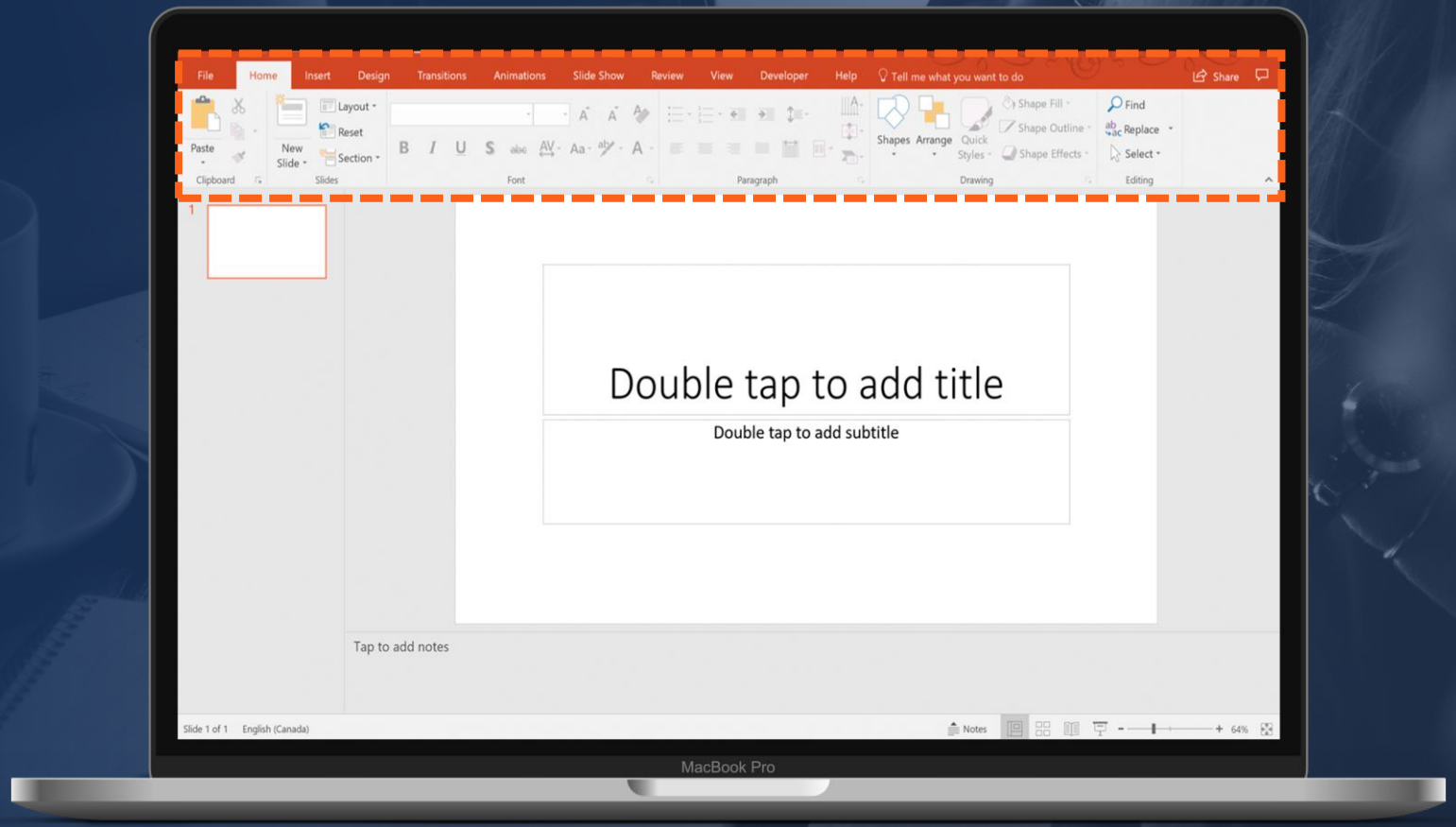
Ribbon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Share
Paste
Clipboard
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Layout
Reset
Section
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Font
Paragraph
Shapes
Arrange
Quick Styles
Shape Fill
Shape Outline
Shape Effects
Drawing
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Double tap to add subtitle
Tap to add notes
Slide 1 of 1
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Notes
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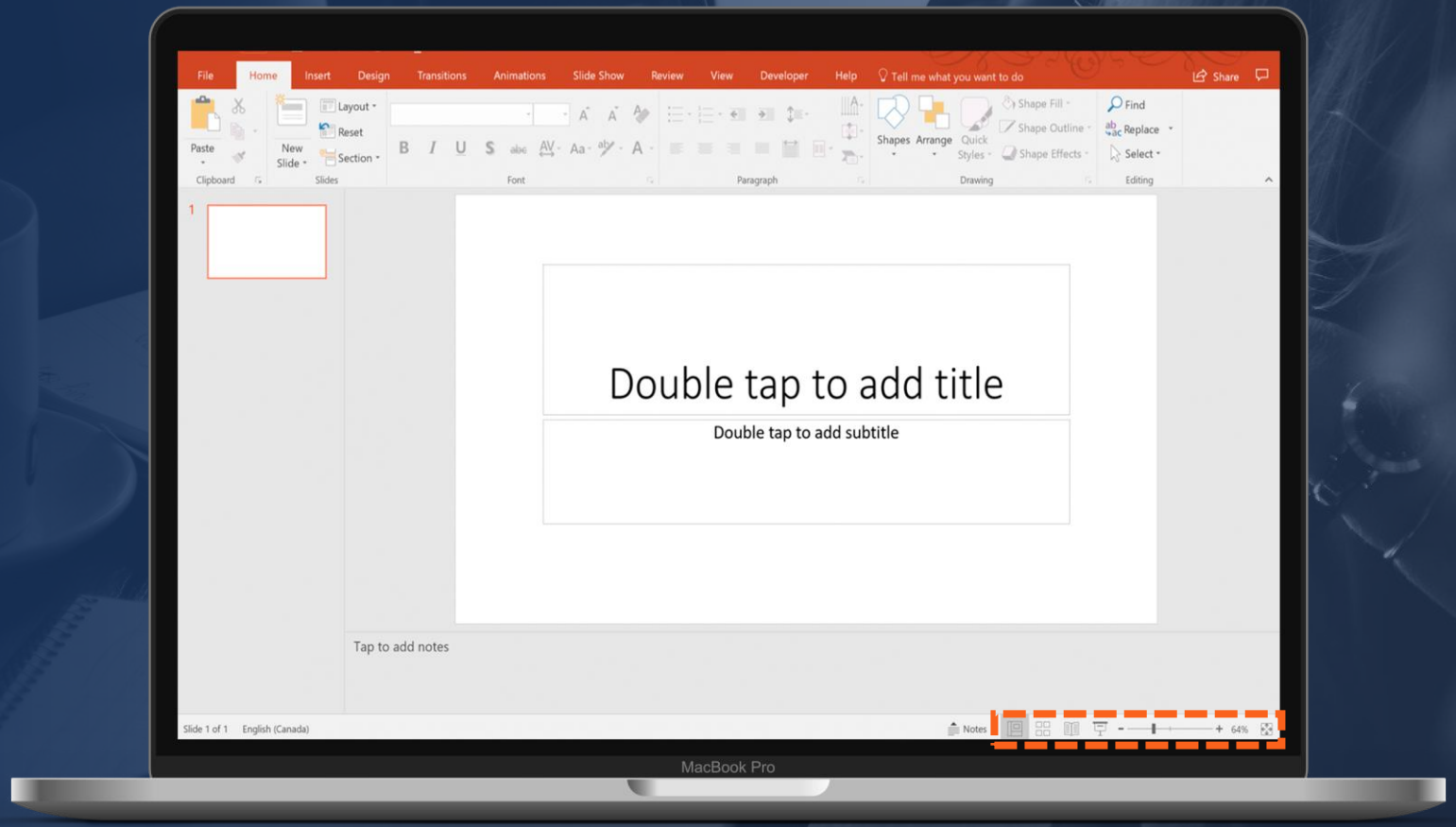
Changing views



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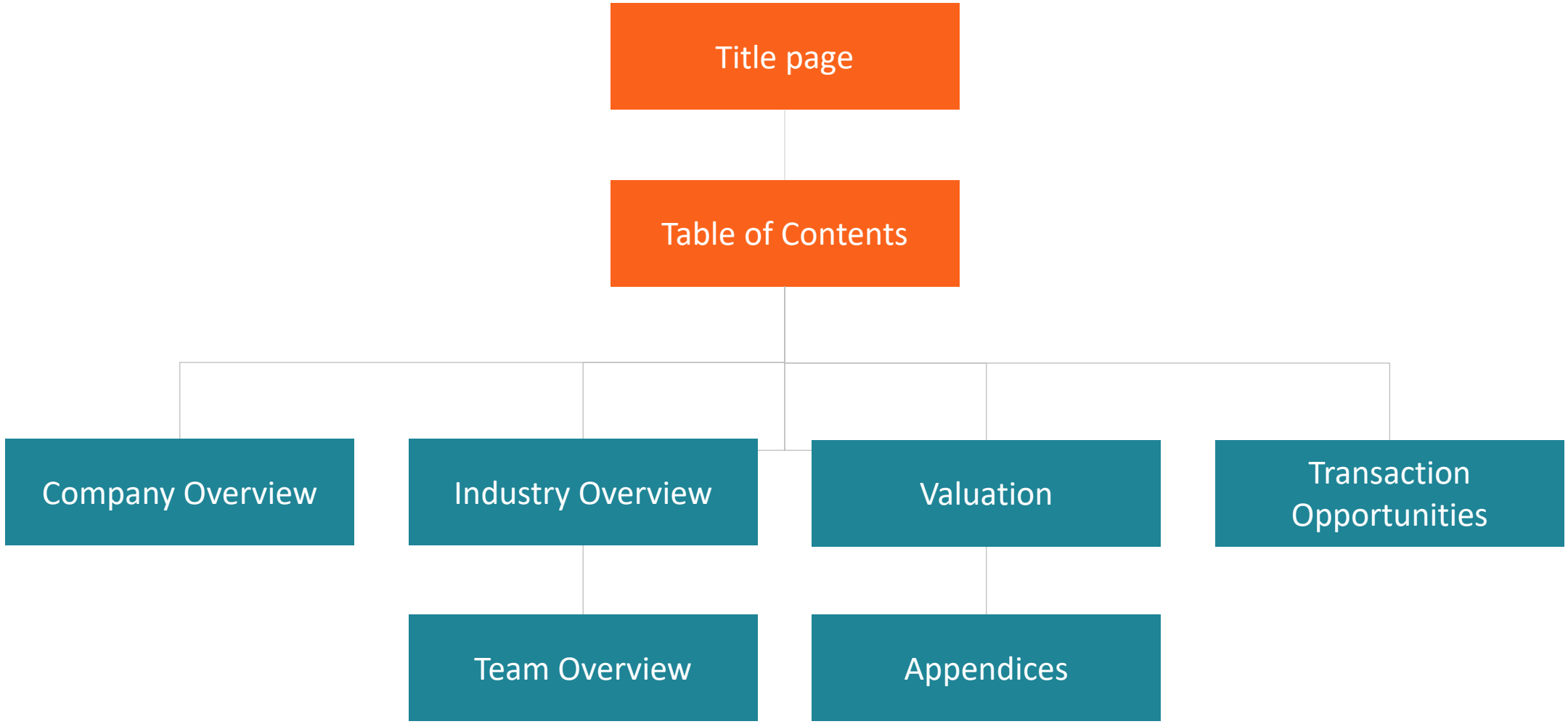
Corporate Finance Institute – PowerPoint & Pitchbook Design Principles

Key points:

1. Sections of a pitchbook
2. Style
3. Structure
4. Organization
5. Timeline

Sections of a pitchbook



Style

White space

Colors

Fonts

Alignment & Symmetry

Visual cues

Headings & Framing

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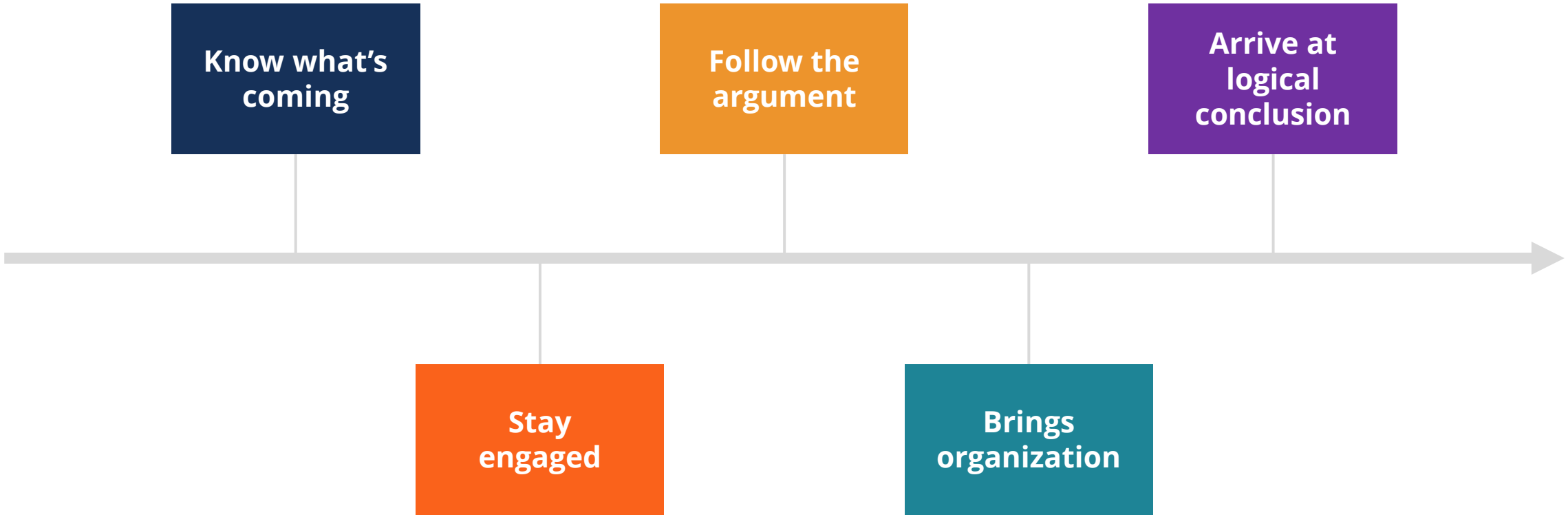
Structure

Timeline


Know what's coming
Follow the argument
Arrive at logical conclusion
Stay engaged
Brings organization

Corporate Finance Institute – PowerPoint & Pitchbook Setup and Functions

Key points:

1. Theme colors
2. Slide master
3. Slide layout
4. Formatting
5. Alignment

Corporate Finance Institute – PowerPoint & Pitchbook Formatting Tips

Key points:

1. Formatting tips & tricks
2. Using textboxes
3. Inserting tables and graphs
4. Presentation timeline
5. Finding incoherence

Corporate Finance Institute – PowerPoint & Pitchbook Live Presentations

Key points:

1. Design best practices
2. Picture backgrounds
3. Cropping pictures
4. Icons and shapes
5. Transitions and animations

Conclusion

Follow best practices

Dramatically speed up creating a PowerPoint

Make your analysis and recommendations more impactful

Create world-class presentations and pitchbooks

Advance your career

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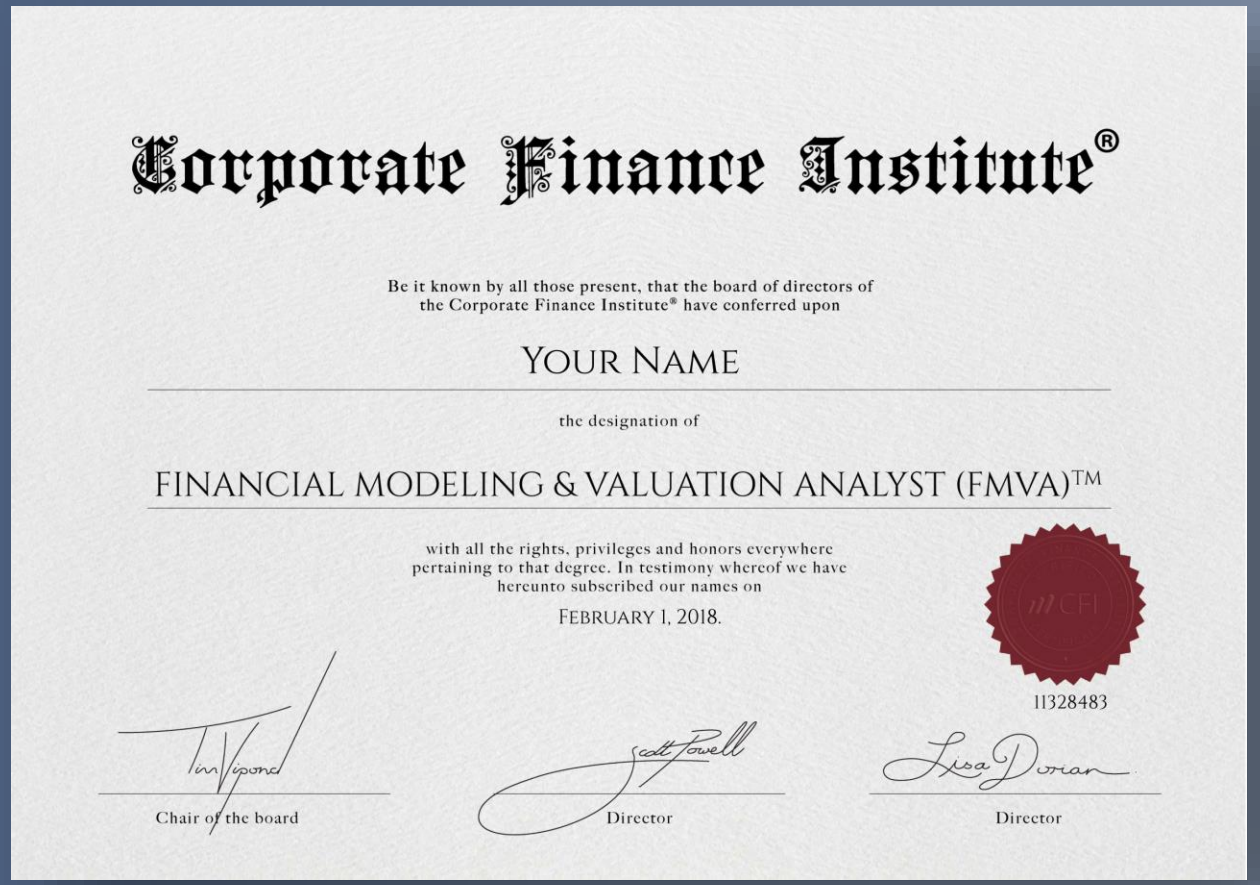

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